

Ulster County Economic Development Alliance
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MINUTES

Meeting of the Board of Directors
August 1, 2017

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held on Tuesday, August 1, 2017, Legislative Chambers, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Julie Cohen-Lonstein	Chair
James Maloney	Vice-Chair
Ward Todd	Secretary
Robert Sudlow	
Hector Rodriguez	

The following Board Members were absent with notice:

Burton Gulnick, Jr.	Treasurer
Kenneth Crannell	

Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO
Timothy Weidemann
Evelyn Heinbach
Bernadette Andreassen

Additional Attendees:

Julian Lessor	Luminary Media
Bartek Starodaj	Luminary Publishing
Geddy Sveikauskas	Ulster Publishing
Jennifer Schwartz Berky	Legislator

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:36 PM.

This institution is an equal opportunity provider, employer, and lender.

MINUTES

Motion: James Maloney, seconded by Hector Rodriguez, moved to approve the Minutes of the July 5, 2017 meeting. A copy of said minutes is on file.

Vote: The motion was adopted.

FINANCIALS

Financials for the period ending July 31, 2017 were not available. Copies of the Loan Status Report as of July 21, 2017 were provided to the members for their review and comment. Timothy Weidemann offered a brief update regarding the current status of several past-due accounts listed on the report. A copy of said Loan Status Report is on file.

COMMITTEE REPORTS

Ulster County Revolving Loan Fund Committee

The Farm Bridge: Timothy Weidemann reported that the closing for The Farm Bridge occurred last week and the UCC's are in the process of being filed with the State.

Organic Nectars: At the request of Lisa Protter, the closing for Organic Nectars was rescheduled to August 10, 2017.

Mr. Weidemann stated that a recent inquiry by a cider maker involving the Town of Esopus resulted in a decision to work first with the town's Revolving Loan Fund to see if there is interest in funding the loan. Mr. Weidemann added that if the Town is not interested or if they need assistance, it may be presented to the Ulster County Revolving Loan Fund Committee for further discussion.

INTRODUCTION

Chair Julie Cohen-Lonstein proceeded to introduce and welcome Evelyn Heinbach, the new Senior Economic Developer in the Ulster County Executive's Office.

MARKETING

Luminary Media Update

Bartek Starodaj, Luminary Media, gave a presentation focusing exclusively on the results of the Facebook and Google campaigns which are designed to drive leads to the Economic Development Office. The presentation included but was not limited to the following:

Facebook ads are an ongoing project. Mr. Starodaj explained that the ads shown during the visual presentation were launched on July 24th and ended yesterday. They will be relaunched tomorrow, and he welcomed any feedback from the Board members. Julian Lessor then familiarized the Board members with how the ads in the campaign appear in Facebook. Ward Todd raised a question regarding the possibility of increasing or enhancing the number of “shares” on any of the posts. Mr. Lessor pointed out that ways to engage sharing currently exist; and although Luminary was not targeting sharing as an action, they would be happy to include “shares” in their reports to the Board going forward. Chair Julie Cohen Lonstein and Suzanne Holt confirmed the belief that tracking “shares” would be beneficial. Ward Todd suggested the possibility of also tracking the “likes and comments”.

Bartek Starodaj concluded with an overview of ads for General Services, Manufacturing, Tech industry and Food and Beverage, supplying the Board members with the figures relative to the cost of the ad, impressions and clicks for each.

Hector Rodriguez was interested in how this information is being subsequently tracked to the Office of Economic Development as well as an approximate idea of the time frame involved. Mr. Starodaj explained that after the click, it appears on a landing page which ultimately goes to Tim Weidemann and Suzanne Holt. Mr. Weidemann added that the form on the landing page then generates into a lead in the Sales Force system at which time the Office of Economic Development follows up with a phone call or email to the interested party.

It was pointed out to the members of the Board, and the Board recognized, that since the program was initialized only a week ago, it is obviously too early to accurately assess the lead results. Bartek Starodaj added that the next step would be to build on the conversion funnel.

A discussion ensued regarding the bounce rate. Hector Rodriguez requested to include this information in subsequent reports to which Julian Lessor agreed to do so.

Lastly, Mr. Starodaj shared a summary of the Lifetime Google campaign for June and July stating that film performed the best and was the most successful in Adwords.

Julian Lessor avowed that Luminary’s top priority will be working on getting the Ulster for Business website launched and to announce the new Ulster County Development Guide.

ELLENVILLE MILLION REALLOCATION UPDATE

Suzanne Holt reported that the Legislature approved the Ellenville Million reallocation.

- **Tourism Marketing:** There is approximately \$50,000.00 for Tourism Marketing. The County put out an RFP which has resulted in questions from potential proposers. Ms. Holt reminded the Board members that the thought is that the County would put in approximately \$50,000.00 but will be looking for bidders who will work with the businesses in the community to raise that amount of money so that there will be more to spend on marketing of tourism in Ellenville.

- **Parks and Recreation:** A memo from the Ellenville/Wawarsing Parks and Recreation Commission was given to the Board members to provide them with an update of the initial \$150,000.00 which went toward the Berme Road Kiosk, the Berme Road Park Paving Project and the Department of Corrections O&W Rail Trail piece. The legislature approved the allocation of an additional \$24,600.00, bringing the total to \$60,000.00, to be used for the construction of a pavilion.
- **Shadowland Theater** is finished.
- **Hunt Memorial** is finished.
- **Façade Program (Main Street Program):** The Committee approved an additional \$25,000.00. Ms. Holt stated that three out of the four initial projects are complete; however, the paperwork submitted is incomplete and she is working with the Village of Ellenville to correct that. Ms. Holt said she will be asking the Village to provide monthly updates in the future.
- **Water and Sewer:** Pattern for Progress has taken the lead on Water and Sewer. What initially was thought to cost \$150,000.00 looks to be approximately \$45,000.00. The amount of \$30,000.00 has already been allocated and an additional \$15,000.00 will be used toward that effort. Julie Cohen-Lonstein requested that UCEDA ask Pattern for Progress to also give a monthly update on every project they are working on. Ms. Holt concurred.
- **Business Plan Competition:** *(a new component)* -Pattern for Progress will also be responsible for this new project and they will be commencing the work immediately. Currently there is \$125,000.00 (less the amount of \$8,000.00 for Luis Diaz, d/b/a Trattoria Marbella contract) allowing additional money for economic development funds and/or the Business Plan Competition. Suzanne Holt also advised the Board members that money was left in the budget so that Pattern for Progress may perform grant writing for any of the components which are deemed necessary.
- **Broadband:** \$75,000.00 has been allocated toward the development of Broadband. Suzanne Holt and Timothy Weidemann will be meeting with Dan Stone within the upcoming week to discuss a plan to implement this project.
- **Vocational Training and Workforce Transportation:** *(a new component)* - \$50,000.00 has been allocated for this purpose. Plans are in progress to determine the best way to earmark these funds.
- **Grant Writing and Grant Match:** *(a new component)* - \$105,000.00 has been allocated. A proposed application form was given to the Board members for their review. This program would serve as another way to make the Ellenville Million money go further. Ms. Holt explained that upon completion of the application by the applicant, it would be brought before the Board and a decision upon the same would be made at their discretion.

OLD BUSINESS

Amendment to Contract with County of Ulster

An amendment to Contract #2015-00000432 between the County of Ulster and UCEDA was presented to the Board members for their assessment and consideration. The purpose of the amendment would be to extend the end date (which is soon to expire) in order to provide additional time required by UCEDA to complete the expanded Ellenville Million Program areas. Hector Rodriguez questioned the need for the 2019 end date for the extension. Suzanne Holt offered an explanation that although it is not anticipated to take until August 31, 2019, this date would eliminate the need for repetitious extension approvals. A copy of said Amendment is on file.

Motion: Robert Sudlow, seconded by James Maloney, moved to approve Amendment No. 1 to Contract #2015-00000432, between the County of Ulster and Ulster County Economic Development Alliance, Inc., wherein the term of the agreement is extended to August 31, 2019.

Vote: The motion was adopted
Hector Rodriguez voting no.

NEW BUSINESS

Contract for Luis Diaz, d/b/a Trattoria Marbella

Motion: James Maloney, seconded by Hector Rodriguez, moved to approve the Contract between Ulster County Economic Development Alliance, Inc. and Luis Diaz, d/b/a Trattoria Marbella in an amount up to \$8,000.00. (A copy of said Contract is on file.)

Discussion: James Maloney requested a clarification of the project. It was explained that all prior work to the restaurant was paid for by Mr. Diaz. Additional work in the amount of \$40,000.00, which includes the construction of a bar, needs to be performed. By this Contract, UCEDA will be giving Mr. Diaz 20% of the total amount, or a maximum of \$8,000.00 toward that business plan. Suzanne Holt explained that this is considered a reimbursement project, meaning that \$40,000.00 must be spent and five new people must be hired before Mr. Diaz receives any money. The discussion resulted in no changes to the original motion.

Vote: The motion was adopted.

Luminary Publishing Inc. Invoice

Motion: Hector Rodriguez, seconded by Ward Todd, moved to approve Luminary Publishing, Inc. Invoice #75224 dated July 10, 2017 in the amount of \$3,572.79. (A copy of said Invoice is on file.)

Discussion: Hector Rodriguez stated that he would like the Board to be certain that the reports submitted are monitored in order to avoid any problems which has been experienced in the past with different vendors. Chair Julie Cohen-Lonstein agreed. The discussion resulted in no changes to the original motion.

Vote: The motion was adopted.

Pattern for Progress Invoice

Motion: James Maloney, seconded by Robert Sudlow, moved to approve Pattern for Progress Invoice dated July 11, 2017 in the amount of \$3,900.00. (A copy of said Invoice is on file.)

Discussion: Hector Rodriguez sought confirmation that the entire \$3,900.00 to be paid to Pattern for Progress represented full reimbursement to the LaBerge Group. Suzanne Holt reaffirmed the same. The discussion resulted in no changes to the original motion.

Vote: The motion was adopted.

Village of Ellenville (Parks and Recreation) Invoice

Motion: James Maloney, seconded by Robert Sudlow, moved to approve Village of Ellenville Invoice #001 dated July 25, 2017 in the amount of \$47,654.40. (A copy of said Invoice is on file.)

Discussion: James Maloney requested clarification on what the amount included. Chair Julie Cohen-Lonstein clarified that it was for the Berme Road Park and pointed out that the majority of the bill was spent for paving. The discussion resulted in no changes to the original motion.

Vote: The motion was adopted.

300 Flatbush Avenue

Suzanne Holt reported that some film companies have expressed interest in renting the property located at 300 Flatbush Avenue. Ms. Holt said that she initially spoke with Joe Deegan who stated that as long as the EDA has ownership, renting of the property would be allowed. Ms. Holt intends to contact Brian Cunningham from DPW within the next week or two concerning the particulars involving any costs to use the facility. Suzanne Holt recommended that any fees collected would go back to the County. Suzanne

also verified that renting would be in the form of short term leases and recommended following the guidelines that the County includes for insurance requirements, workers compensation and disability.

Motion: James Maloney, seconded by Ward Todd, moved to give Suzanne Holt the authority to execute an agreement or agreements to rent 300 Flatbush Avenue.

Discussion: Hector Rodriguez expressed his concern about obtaining appropriate insurance coverage. Suzanne Holt said she will defer to Soni O'Bryan, Deputy Insurance Office for the County to determine the amount and type of insurance needed for the project. The discussion resulted in no changes to the original motion.

Vote: The motion was adopted.

PUBLIC COMMENT

Jennifer Schwartz Berky questioned if the Board has a projected return on investment from the Luminary Campaign or if there is any way of measuring the return on investment. Chair Julie Cohen-Lonstein stated that she believes it to depend on the sales cycle. Ms. Cohen-Lonstein offered to bring that inquiry to Luminary for an answer.

ADJOURNMENT

Motion: James Maloney, seconded by Hector Rodriguez, moved to adjourn the meeting.

Vote: The motion was adopted.

The Meeting was adjourned at 5:23 PM.

Ward Todd, Secretary